

MEDIA INDUSTRY PLACEMENT



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THE HOST ORGANISATION

ABC RADIO ADELAIDE

ABC Radio Adelaide is a branch of the Australian Broadcasting Corporation. The ABC is a national public broadcaster that is owned and funded by the government. The ABC remains editorially independent from the government which is made possible through the *Australian Broadcasting Corporation Act 1983*. ABC provides radio, television, online and mobile services throughout regional and metropolitan Australia as well as overseas. ABC's place in the 'mediascape' is a national broadcaster providing local and national coverage of news, events, and other entertainment.

There are 54 stations that operate as a part of the ABC Radio network. Each station follows a similar format consisting of locally presented light entertainment, talkback, news, sport, music, and interviews. Additionally there are national programs such as PM, AM, The World Today, Nightlife and sports events. ABC Radio Adelaide is broadcast at 891 kHz on the AM band (Wikipedia, 2017).

WORKPLACE OBSERVATIONS

The employees at ABC Radio Adelaide are the Radio Presenters, the Producers, IT and content personnel, and other administrative staff. Many of the employees have been in this industry for many years and this workplace is not their first. Sonya Fieldhoff for example, spent time previously working at the ABC at FIVEaa, 5DN, Mix 102.3 working as a News presenter, Breakfast host and a producer (ABC, 2012).

Each desk in the office space has a dual screen computer and is run by Windows. The schedule and content for each of the shows is uploaded to a program called the Rundown where they can access it from anywhere in the building specifically the studio. This is so it can be used during each show for reference. The Rundown holds the topics, Interviewees, music and other important information for the show to run smoothly. The studio space has two areas, the actual studio where the presenter speaks on air and the producers station. The Presenter's desk has four screens that mimic the four screens that the producers are working from. Most shows have two producers where one is answering phones and organising the interviews and talent where the other looks after the sound levels and queuing up music and other audio. ZOOM is a program used to receive

and look at the text messages that are sent to the station. This program allows for presenters to easily read out those messages on air.

Each program is responsible for updating the social media platforms while on air (or slightly after). They also have to write up a feature story from their show to accompany the podcast that is uploaded to the ABC website later that day. There is an employee who looks after the regular posting to the website about local topics. There is one of these people in every state. This is so there is a topical local story for each state everyday.

ABC Radio Adelaide has an open atmosphere where everyone can see each other from their desks. Each radio show has their own set of desk cubicles for easy collaboration and communication. These cubicles are spread across the space evenly. The workplace at ABC Radio Adelaide is relaxed and friendly. There is always communication throughout the space, whether it be between team members or across the office between co workers. Everyone is friendly and up for a chat (unless they are about to go on air).

The structure of each day stays the same for the majority of the week. Each person arrives to work at a different time each day depending on which show they are involved in. The Afternoons team arrive around 9:30- 10:15 and leave after 4:30. There is no set time for Lunch as each person is doing different things. The Country Hour presenter Cassie will eat lunch after her show finishes at 1pm whereas the Afternoons team will eat lunch before they go on air at 1pm.

This workplace is flexible for working mothers as many of the producers only work a few days a week. There are roughly 4 producers working for the Afternoons program but each only work 3-4 days a week.

The employees I worked with and spoke to all seem to have very different stories in how they came to work in this industry. Many did not have a University degree in Journalism and ended up getting this job through experience on the job of similar fields.

The only additional training that I was made aware of for these employees is that of programs and software for the system and network they work from for the station to operate. When these things get upgraded or changed the employees need to be re trained in the use of them.

Before arrival to this workplace I was required to complete an online workplace safety training that took me through the Occupational Health, Safety and Wellbeing information that each workplace

must provide. This training explained the expectations and resources available when incidents happen and how to avoid said incidents.

For daily logs including Day 4 and Day 8 reports please refer to Appendix A

MY ROLE ON PLACEMENT

HOW I SECURED MY PLACEMENT

This placement was arranged through receiving an email address of the appropriate person from a relative who also works at the ABC. My Host Supervisor who was the receiver of the email I sent had no discussion with my relative as when I got to placement on the first day they had no idea I was going to be there. The only bonus I had having a relative at this workplace was being told the specific person I needed to contact to make the placement happen. These conversations would have taken longer to get to without the extra information and I would have been stuck in circles in communication with administrative staff.

LEARNING OBJECTIVES

My first Learning Objective was to **have a deeper understanding on how Radio Stations run and operate**. This was a learning objective because I have limited knowledge from volunteering at a community radio station and from my degree that I thought once I stepped into this workplace I would instantly be learning more about the operations and day to day running of a radio station.

I learnt that putting a show on air takes more than a presenter. As previously mentioned, most programs have two producers to make the show run smoothly.

I learnt how to take an idea/topic expand and create it into a story for on air. This included knowing the right people to ring and interview or ask for comments.

I learnt that it is not just about the show that you work with but there is always collaboration and exchange across shows and other teams so that the station as a whole can continually reflect one image and not each show reflecting differently.

The second of my Learning Objectives is **to gain skills on creating radio story topics and how to cater to specific audiences**. This learning objective was created because I am not doing the Journalism Major in my degree I have little knowledge on making a topic or story interesting and engaging for an audience.

I learnt that you always have to have your target audience in mind when creating a segment.

Asking these sort of questions:

- Would people actually want listen to this?
- would listeners be able to understand this or will it need to be 'dumbed' down?
- is this a topic that listeners can have experience or opinions in?
- how can this segment make people want to call and interact?

I learnt that it is good to have more than the presenter's voice talking about a topic. That is why there is a guest or an audio package that accompanies the segment in order to break up the time and let the listeners hear other audio.

I learnt how to use Radio Assist which is a program that lets you edit and put together promos, segments and other audio.

The third Learning Objective I set for myself **was to learn how radio stations use social media and online platforms to promote and engage with audiences**. This learning objective was created because at the community radio station that I volunteer at there is little to no social media presence and I wanted to know and understand how it can be used in a radio station format.

I learnt how important listener participation is for the flow of the program. It is important to be referencing the call line, text line or social media handle so listeners know where they can go to be a part of the conversation. If listeners are not a part of the conversation then the story can fall flat.

I learnt that there is not one set person taking care of the social media presence for the station. Each of the shows have to post and update while they are on air (or just before or just after).

I believe that I successfully achieved each of these learning objectives and came out of this placement with a head full of new knowledge and understanding.

USE OF BMEDIA THEORETICAL KNOWLEDGE

It is hard to know specifically if theoretical knowledge from my degree was used on this placement, I would only be guessing. One course that does come to mind that could have helped me over the course of the placement was MEDIA 1004 Broadcast TV and Radio. In this course I learnt about the history of broadcast media and how they have evolved over time. The course talked about lots of basic concepts including community, culture, genres, audience, and explained how they are used and integrated in the broadcast media environment. This course taught me a lot about Radio and the different forms. This background knowledge was helpful to know when I was on placement because I didn't have to ask additional information about radio when learning from the employees about the everyday workings and operation of the workplace.

USE OF BMEDIA PRACTICAL SKILLS

The practical skills that I used on placement that came from my degree would most probably have come from the course MEDIA 2332 Writing for News Media. I am not doing a Journalism major but I decided to do this course because it looked like it would be useful to know. It turns out that it already is. This course taught me the basics of journalism and writing for news. These skills were used on placement when I was asked to help look for segment and story ideas for the Afternoons show. After the ideas had been approved by the team I was then required to look deeper and contact appropriate people to talk about the topic on air. From the skills I learnt in this course I had less of a jump in the deep end in knowing what to do and being able to do it well.

CHALLENGES AND OPPORTUNITIES IN THE WORKPLACE

The challenges that I faced in the workplace mainly was that I was observing a lot and had little to do as there was little for me to do. I was happy observing and taking in everything I saw but there were sections of time where I was not needed and was just an extra body in the room. I understand that I am not qualified to do much of the work I was observing, particularly in the studio but there were times where I felt useless. I tried to be as helpful as possible and made everyone aware of my services but much of the work needs to be done by specific people.

While on placement I had opportunities to call people in a professional setting which is something I had never done before. I was required to organise interviews for the Afternoon show. This involved ringing up professionals and setting up times for them to be on air.

During my placement I also had the opportunity to accompany Cassie Hough, the Country Hour Presenter on an Outside Broadcast. This was an incredible opportunity where I was able to learn a lot more about journalism and interviewing specifically. In my Day 7 log (refer to APPENDIX A - A5) I recorded the things I learnt while I was there. While we were there I was acting as an assistant and made sure that while Cassie was on air all the interviewees were where they needed to be ready for their interview.

For audio of this outside broadcast please refer to APPENDIX B.

REFLECTIONS ON WORK INTEGRATED LEARNING

ASSESSMENT OF VALUE OF MIP

Media Industry Placement was a great experience and it has become invaluable in understanding what the media industry is like and what a job in this industry could look like. This course created an opportunity to be pushed into the deep end and experience working in a media industry workplace. Being able to work with professionals and have learning objectives made the 10 days have purpose. If those learning objectives were not there then it would seem like there was no point to being on work experience. Being immersed in that environment made me excited for the end of my degree when I hopefully can get a job in a similar area. I really enjoy and value authentic learning where it is practical and participatory. Just learning out of a textbook would not be worthwhile. This course outlines what is required to have a job in this profession.

SUGGESTIONS FOR FUTURE STUDENTS

My suggestions for students who are planning to enrol and participate in this course are:

Plan early. Have a good idea about where you want to do your placement before week 1. Even start reaching out to companies before then too. It took me a long time to get any sort of reply from anyone and therefore I had to do all of my placement at the end of the semester, which is not advised.

Know who to contact. I am fairly sure I only got in at the ABC because I named dropped a relative who works there. I also asked that relative for an email address of the right person to contact. I reached out to 10 companies and only one got back to me. I believe it was for this reason. All the other companies I sent emails to a generic administration. Try and find specific people who you can contact.

SUGGESTIONS FOR FUTURE CONTENT DEVELOPMENT

My suggestion for the future development of this course is to have more content in the first semester that helps prepare us as students for the placement. Instead of having only 4 seminars make more lectures across the term that we can go to, to understand what it is we have to do and how to best do it.

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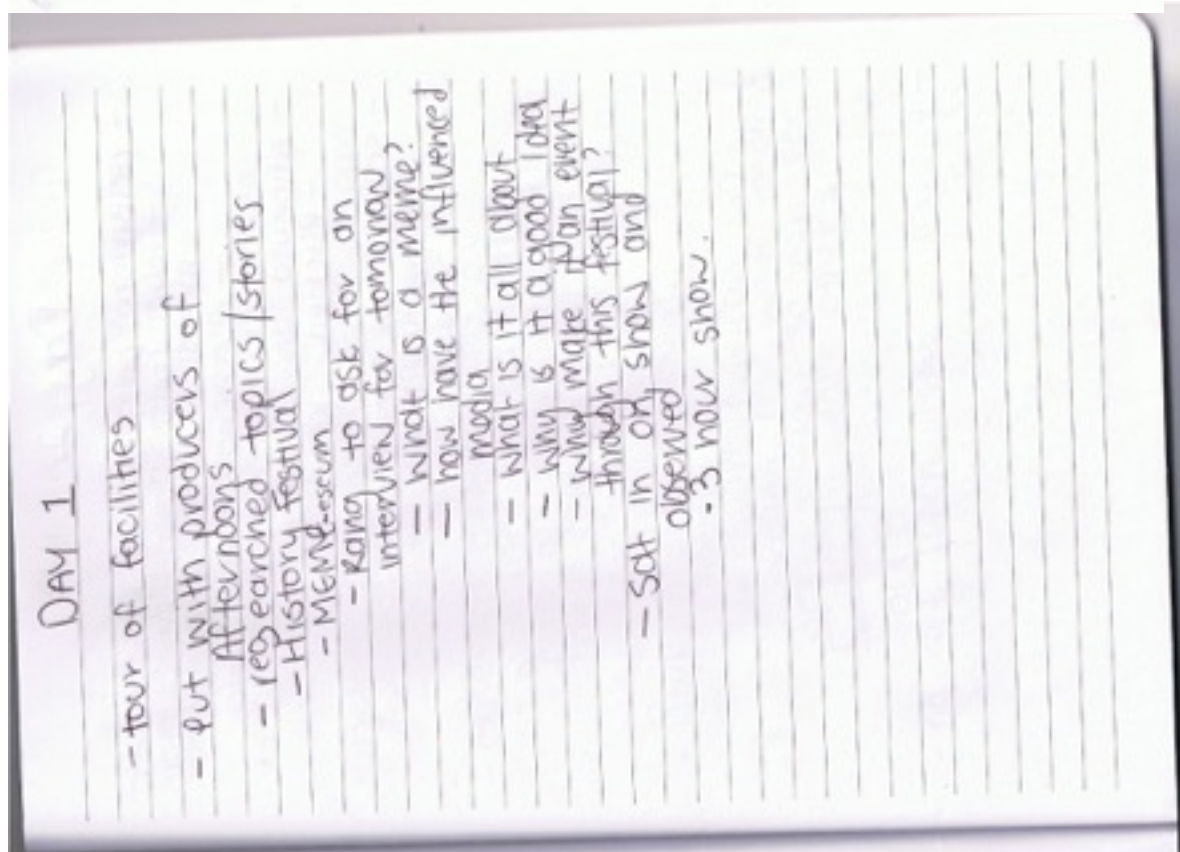
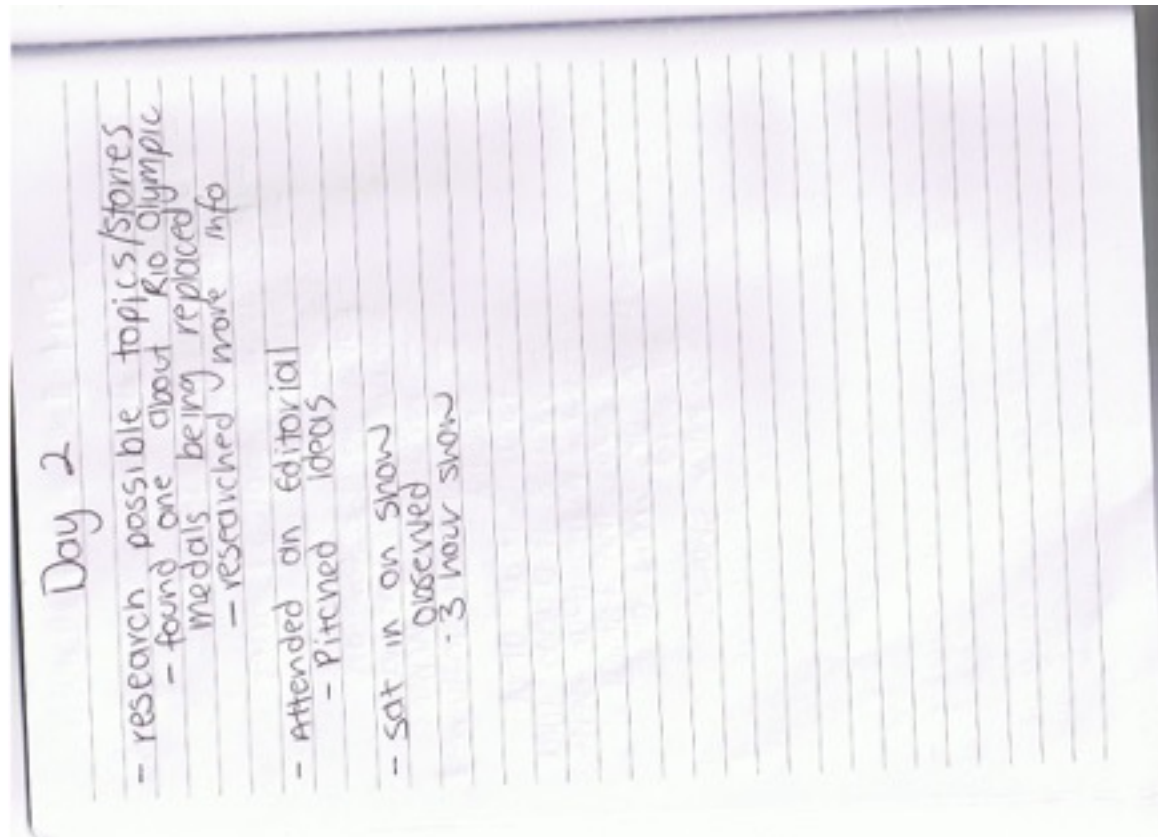
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APPENACIES

APPENDIX A: DAILY LOGS

APPENDIX A1- Day 1 and Day 2



APPENDIX A2 - Day 3

Day 3

- observed the morning show
 - helped with setting up and calling interviewees

- mornings are more fast paced
 - lots of callers

- helped afternoon show prepare for show
 - looking for new stories

- observed afternoon show
 - was used as an extra pair of hands to fetch and gather items.

- workplace atmosphere

- open

- square cupicals so teams can work together



- low so can see each other.

- no set lunch time

APPENDIX A3- Day 4

Day 4

Put with the Rural 'country hour' team
Learnt how to use:

- Radio assist:
 - edit and put together promo, segments and other audio
- Inews:
 - help where stories are sent in from other regions to be put on the show
- showed how promos are made in the booth
- learnt how to 'top and tail'
 - editing the beginning and end of audio.

Work place is very relaxed even when high placed and under pressure

have mostly been observing but have also had opportunities to help teams prepare for shows.

Learning Objectives:

- To have a deeper understanding on how radio stations run and operate
- To gain skills on creating radio story topics and how to cater to specific audiences

- to learn how radio stations use social media and online platform to promote and engage with audiences.

to day I was able to observe the 'SA country hour' from where the presenter stands instead of where the producers work.

APPENDIX A4 - Day 6 and Day 5

Day 6 Afternoons show

- Worked with Afternoons show topics/segments
- Researched show topics/segments with
- Organised an interview with ZoëSA Dr Phil Ainsley by Ringing Amy Chandler
- helped organise show
- Observed show 3 hours

Day 5

learnt about website with Brett

- showed me process of uploading content to website
- meta data (tagging)
- Adding alternative text for people who can't see the image
- Waiting for it to be checked by 2 editors
- showed me where he goes to find stories
 - crowd funding websites
 - ABC Radio stories
 - other news outlets
 - Twitter / other social media

Helped the Afternoons Show

- Plan and organise show
- find stories/topics for future days
- Was an extra pair of hands on Air (during show)
- Observed
- Rang to follow up on a story from yesterday
- 10st minute research for interview

APPENDIX A5 - Day 7

DAY 7

- Assisted Cassie with an Outside Broadcast for Country Hour
- FARMING TOGETHER FORUM
 - Learnt about pre-interviews (how important they are)
 - Learnt about being organised
 - bringing spare batteries
 - doing sound checks before live
 - networking
 - making connections and relationships
 - knowing the ~~right~~ right questions to ask stems from
 - who - when - why
 - what - where
 - have a plan but be ready to scrap it.
 - OB's are easier with 2 people
 - Avoid letting someone lead their answers

APPENDIX A6 - Day 8

I believe I am well on the way to fulfilling the final report requirements

Host evaluation has not yet been given ~~##~~ but will do in the next few days.

Day 8

- Researched stories for the Afternoons show
- found phone numbers for possible interviewees
- learnt how to use ABC Rundown
- Observed the 3 hour show

Learning Objectives are coming along well

- each day I learn more about how radio stations run and operate
- learning how stories are brought together and organised,
- learning that each show is responsible for their own social media activity and for updating the website.
- learning how shows/presenters use social media and text during show to engage.

Kinds of work I am doing:

- mostly observation during on air shows
- research for shows
- extra helping hand
- making phone calls, setting up interviews

APPENDIX A7 - Day 9 and Day 10

DAY 9

- researched story possibilities for a national show on Monday for Deb Tribe.
- found phone numbers for people to interview
- made sure there was no crossover with other abc shows that have done similar stories
- sat in on Ali Galt recording prom
- observed 3 hour afternoons show

DAY 10

- Helped Deb with preparation for Monday
- found info on risk countries to travel to
- observed the afternoons show

APPENDIX B - CD of The Country Hour from the 6th of June

This is included in this report because even though I did not produce a physical piece of work while on placement I did a lot of work behind the microphone in organising shows particularly this outside broadcast with Cassie Hough. The audio on this CD does not include my name or have any reference to me personally but I wanted this to be the reference that was used in showing that I was doing work.